MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

MLL2013 – MEDIA LAW

(All sections / Groups)

5 March 2020

9.00 a.m. – 11.00 a.m.
(2 hours)

INSTRUCTIONS TO STUDENT:

1. This Question paper consists of **3** printed pages including the cover page.
2. Answer **ALL FOUR (4)** questions.
3. Please write all your answers in the Answer Booklet.
4. You must support your answer with case law and statutory provisions, where necessary.

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QUESTION 1

At 16 years old, Roy was a boy genius, a whiz at creativity and multimedia. Garnet Advertisers (GA), a renowned advertising agency in Malaysia, was very impressed with his outstanding performance and offered him a scholarship to pursue his foundation course and degree in creative multimedia with Multimedia University. GA also gave him a laptop and 1-year supply of 500Plus, an isotonic drink. The scholarship was worth RM140,000.00. The laptop was worth RM3,500.00 and the isotonic drinks were worth RM6,500.00 The total sum spent on Roy amounted to RM150,000.00. In return for the above offers, Roy agrees to serve with GA for a period of 10 years after graduation.

Roy graduated with first class honours from Multimedia University. He joined GA in their marketing and advertising department and worked with them for 3 years. Roy receives an offer from Fortnum Mason PLC, a London based advertising company who were impressed with Roy's work in the creative multimedia field. Roy, excited at the thought of working in the United Kingdom, resigned. GA, understandable upset, alleges that Roy is in breach of contract and insists that he pays them back the full sum of RM150,000.00.

You are asked to give legal advice to Roy on his legal rights and obligations in this case.

(25 marks)

QUESTION 2

Copyright is a protection given to authors, copyright owner and performer of their copyright work and performances as prescribed under the Copyright Act 1987. Describe the crucial issues in copyright law such as definitions, categories of work, elements and defences. You must include the relevant sections of the Copyright Act 1987 and case-law in your answer.

(25 marks)

QUESTION 3

Anna Olson, a senior editor of Gossip Media published several controversial stories of a young socialite and entrepreneur personality, Miss Olaf. The stories include interviews collected from her previous relationship, her close friends and business partners. The stories were criticized in social media platforms to be defamatory by Miss Olaf's followers and friends. Anna seeks your advice as a legal representative of Gossip Media on her possible liabilities under the Defamation Act 1957. Explain to her the definition of defamation, the types of defamation and available defences to an action of defamation with reference to case law.

(25 marks)

Continued.....

QUESTION 4

Prince has created a product that he wishes to promote commercially and wants to license his work to others for a fee. Prince seeks your advice on the nature of licensing in Malaysia including the types of Licensing Agreement and the advantages of licensing.

(25 marks)

TOTAL: 100 Marks

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